

Green Tier Advisors **RECOMMENDATION**

Areas of Emphasis (September 20, 2006)

RECOMMENDATION: This recommendation is that of the Green Tier Advisors. The recommendation identifies areas listed below as the aspects of superior environmental performance that the department should use when considering Green Tier Contracts and when setting goals and priorities for the Green Tier Program:

- Energy production and consumption – biofuels, alternate (e.g. Hydrogen) fuels, electrical generating units, wood burning units. Production process efficiency and process synergy (e.g. cogeneration, green building, etc.)
- Bioeconomy and emerging environmental risks – nanotechnology, pharmaceuticals and bio based industry managed in ways to reduce environmental risk and improve environmental performance.
- Targeted pollutant reductions – specific pollutants such as mercury, sediment, PBT's, green house gases, hazardous air pollutants, etc.
- Attainment demonstration – multi entity strategies that yield overall environmental gains towards goals stated in laws (impaired waters, ozone, particulate, etc.)
- Agriculture and land management – added economic value for natural capital and extending advice/lessons from committees and demonstration farms and institutionalization of best practices. Land Application to agricultural lands – new uses and better performance with existing uses. Management and control of exotic species.
- Land Use –actions that protect environmentally sensitive property and assure sound land use practices, and address problems resulting from fragmentation of agricultural lands and forest. Brownfields development and the restoration of contaminated lands. Transportation development and maintenance in order to accomplish specific environmental outcomes.
- Water Quality and Water Quantity along with the management of exotic species in aquatic environments.
- Sustainability – overall efforts to systematically reduce environmental footprint such as the Natural Step, Corporate Social Responsibility, Sustainable Communities, etc. for which measurable results are shared and Environmental Justice is effectively addressed. Targeted sustainability initiatives should pursue “Zero Waste” through comprehensive efforts to reduce material used in production processes and establish other uses for materials that might otherwise be produced as waste or characterized as waste. Sustainability building blocks at the company level may include implementation of ‘Lean Manufacturing’, Six Sigma, ‘Design for the Environment’, product stewardship and by-product synergy initiatives that capture environmental improvement as a part of the implementation. Building blocks at the community level may include community reduction programs, sustainable cities or other related programs.

SUMMARY: The Green Tier Advisors recommend eight Areas of Emphasis that have been developed in concert with Department staff and stakeholders. These Areas of Emphasis are intended to draw many parties into Tier 1 participation, engage entities through Tier 2 contracts

and form the basis for the development of charters. The Areas of Emphasis represents a broad list to use in establishing the priorities for the program. The Advisors recognize these "Areas of Emphasis" may need to be revisited should a significantly high level of participation become an issue. The recommendation is intended to apply Green Tier across media lines and draw multiple parties to work together.

EDITOR(s): Mark McDermid

RATIONALE: The Green Tier Advisors recommend that the Areas of Emphasis can be used for the following:

- Discern the priority for Tier 2 letters of intent to be negotiated and charters to be developed;
- Set and measure goals for the program showing collective and cumulative progress;
- Present the scope of work that will be undertaken by the Green Tier program for those interested in participating in the program;
- Inform applicants what actions the Department expects to see; and
- Develop new approaches to an ecological or programmatic need that will encourage potential participants/applicants to move beyond compliance and also achieve superior environmental performance.

This recommendation is based on uses of the Areas of Emphasis derived principally from §299.83 and §299.95 Wis Stats. the Green Tier statute. This recommendation also reflects the current developmental state of the program and the need to explore program potential as a part of the implementation process.

IMPACT: The Advisors expect that these recommendations will form the basis for drawing parties into the Green Tier program. These Areas of Emphasis are key environmental priorities. The objective was to create "inclusive" Areas of Emphasis that would provide both volume and variety in the program. It is expected that these Area of Emphasis will also form the foundation for more precise discussions about metrics (making sure that the participation adds up to discernible whole units versus related random acts), branding in a way that reinforces conceptual agreement of the Advisors to consider corporate social responsibility, and marketing by drawing in the best firms as participants in the program.

The Areas of Emphasis is not intended to be an exclusive list even though that may ultimately be a need of the program. It is hoped that one or more of the Areas of Emphasis would be included in Green Tier applications thereby reflecting the priority that the Areas of Emphasis represent. The "working examples" attached to these recommendations suggest that applications are likely to address the Areas of Emphasis since the examples are drawn from existing participants in both the pilot program and the new Green Tier law. The Advisors may also present additional and more refined recommendations that reflect the branding and marketing issues for the program as well as information learned as a result of assessing participation in the program.

ALTERNATIVES: At this time, there is consensus within the Advisors on the Areas of Emphasis.

CHRONOLOGY: The Green Tier Advisors identified the Areas of Emphasis as the top priority at the first meeting of the Group in December 2005. Between December 2005 and April

2006 both the senior managers in DNR (Green Tier Coordinators) and staff from within the Cooperative Environmental Assistance Program developed alternatives for consideration by the Advisors at the April Advisors' meeting. At the April 2006 meeting, the Advisors agreed on an approach to the Areas of Emphasis and provided some general direction for the development of the Areas of Emphasis. At the July 2006 meeting, the Advisors conceptually agreed to the consolidated Areas of Emphasis and directed the preparation of this recommendation. The recommendations were adopted by the Advisors at the _____ meeting. These recommendations are being forwarded to the Secretary on the basis of that decision.